

# ADVISORY COMMUNICATION



**To:** Edina City Council

**From:** Barbara La Valleur, Arts & Culture Commissioner and Chair of Public Art Edina (PAE)  
Michael Frey, Art Center General Manager and Staff Liaison to ACC

**Date:** 21 July 2015

**Council Agenda** Item IX: C. – Advisory Communication from Arts & Culture Commission for Public Art  
Edina Budget Increase

## **Action Requested:**

Increase the stipend to Public Art Edina by \$6,500.

PAE currently receives \$10,000 annually. The increase would bring the total to \$16,500 annually.

## **Situation:**

Public Art Edina celebrated its 10th anniversary in 2014. The PAE Call for Sculpture is sent annually to 275 artists and arts organizations. Since 2013, the number of entries to the Call has decreased. The Chair of PAE and the Art Center General Manager have interviewed artists and arts organizers to understand why qualified and highly skilled artists might choose not to participate in the PAE Call for Sculpture.

## **Background:**

History: Public Art Edina started in 2004 as the Edina Public Art Committee (EPAC) with a \$7,500 line item budget from the City of Edina. The first annual rotating exhibit of sculptures began with three pads at Grandview Square Park. In 2006, EPAC expanded to the Edina Promenade with an additional eleven sculpture pads. The 50<sup>th</sup> & France Business Association joined in 2012 with financial support and three sculpture locations. The City currently supports Public Art Edina with a \$10,000 budget.

Financial Information: Each year, between 11 – 13 artists receive a \$500 loan stipend totaling \$5,500 - \$6,500. In addition, three People's Choice winners are selected annual with awards totaling \$2,250. With the reception at Pinstripes Bistro and printing and mailing expenses, the \$10,000 budget is retired each year.

Public Art Edina changed its name from the Edina Public Art Committee for two reasons; 1) it was not technically a committee and 2) to avoid confusion with the Edina Performing Arts Center.

## **Assessment:**

Three main incentives appear as priorities to ensure qualified and skilled applicants: 1) financial compensation, 2) installation, and 3) 2 nights hotel stay for traveling artists.

Our research found that in most locations, city crews or groups of volunteers install the artwork. A day is set for the installation of sculptures, artists are given a time to be present and bring their artwork, and



crews install with the entire process taking 4-5 hours (Sioux Falls, SD- 55 sculpture art walk). The host venue provides stipends of \$1,000 typically, plus 2 night's hotel stay for artists, plus a \$0.50/mile mileage reimbursement, insurance coverage by the venue, an artist reception, and T-Shirts as participation gifts. Marketing by the city/venue with local businesses is strong, and in some areas local quarries donate all pedestals for display. The findings are from cities ranging from Grand Junction, CO – the first public art install location in the country, to Lafayette, CO, Milbank, SD, Decatur, IN, Hutchinson, MN, Mankato, MN, Sioux Falls, SD, and British Columbia.

Public Art Edina will continue to work with local businesses and the Edina Community Foundation to promote visibility of artwork and commission sales to the city.

## Budget Overview of Annual PAE Expenses

Artist Stipends (10)	\$5,000
Sculpture Labels	200
People's Choice Awards	
1 <sup>st</sup> Place	1,000
2 <sup>nd</sup> Place	750
3 <sup>rd</sup> Place	500
Printed Materials (posters, postcards)	500
Opening Reception	600
Total	\$8,550

Through 2014, when the City appropriation of \$10,000 exceeded PAE annual expenditures, the excess was used to pay down the Art Glass window. That balance was paid off at the end of 2014.

PAE has also received donations from residents through contributions with utility bill payments.

## Recommendation:

It is the recommendation of the Arts & Culture Commission and Public Art Edina that to stay competitive in a now flourishing national art enterprise that Edina City Council increase public art funding by \$6,500 annually to a total of \$16,500 annually, respectfully submitted in this advisory communication.